News stories appeared announcing the publication of Comsumers Unions' new book, "Smoking and The Public Interest."

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STATE JOURNAL
Madison, Wisconsin
July 18, 1963

## New Book Relates Smoking, Cancer

NEW YORK (UPI) — The Consumers Union report on smoking and the public interest was published in book form Wednesday by Simon and Schuster.

Compiled by Consumers Union editors, the 218-page book takes the unequivocal position that the overwhelming preponderance of the evidence gathered for the past 40 yeas, both in this country and Europe, shows a definite and pronounced connection between the statistical increase in lung cancer and cigarette smoking.

The book also attacks the advertising and merchandising policies of many of the tobacco companies regarding smoking and lung cancer. It urges various steps to deal with the problem of increasing lung cancer and its relationship to smoking.

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EVENING WORLD HERALD
Omaha, Nebraska
July 18, 1963

## Report on Smoking, Public in Book Form

New York (UPI)—The Consumers Union report on smoking and the public interest was published in book form Wednesday by Simon & Schuster

1005150682C

EVENING STATESMAN
Boise, Idaho
July 17, 1963

## Smoking-Cancer Report Appears in Book Form

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1005150682D

ROCKY MOUNTAIN NEWS
Denver, Colorado
July 18, 1963

## New Book Links Cigaret Smoke To Lung Cancer

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1005150682E

NEWS-FREE PRESS
Chattanooga, Tennessee
July 25, 1963

## Smoking, Cancer New Book Subject

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Compiled by Consumers Union editors, the 218-page book takes the unequivocal position that the overwhelming preponderance of the evidence gathered for the past 40 years, both in this country and Europe, shows a definite and pronounced connection between the statistical increase in lung cancer and cigarette smoking.

The book also attacks the advertising and merchandising policies of many of the tobacco companies regarding smoking and lung cancer. It urges various steps to deal with the problem of increasing lung cancer and its relationship to smoking.

OKLAHOMAN
Oklahoma City, Oklahoma
July 21, 1963

# Cancer, Smoking Subject of Book

By Jack M. Bickham

ONE MILLION children now in our schools may die of lung cancer, a new book warns.

The book is "Consumer's Union Report on Smoking and the Public Interest" (Simon and Schuster, $3.50), and CU suggests that the cancer tragedy can be averted simply by education.

The CU book itself is a possible first step in the sort of education that's needed. It's an indictment of the tobacco habit.

The Consumers Union, publisher of "Consumer Reports," was showing frightening facts about cigarets and lung cancer well before a better-known digest magazine scared great numbers of smokers into trying to quit and then changing to filter-tips.

The CU report opens with medical evidence, including the fact that lung cancer deaths have risen from 371 in 1914 to 36,420 in 1960. It adduces statistics showing no such increase in religious sects that forbid smoking—thus demolishing the argument that better diagnosis and-or industrial fumes, etc., might account for the rise in lung cancer charts.

CU does not say that smoking necessarily causes lung cancer in every smoker, and does not say smoking is the only cancer cause. But the book also presents evidence of a relationship between smoking and bronchial infections, heart disease, ulcers and respiratory ailments.

Children and young adults must be warned of the dangers of smoking, CU notes, if the present trend to more and more tobacco-related deaths is to be reversed. Charts indicate one million children now in school will eventually die of lung cancer unless something is done, and in its dispassionate way, CU remarks that THIS is one area where something can and must be done promptly.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnyk0000